

REQUEST FOR PROPOSALS



WEBSITE REDESIGN/MAINTENANCE SERVICES

August 21, 2023

**Commissioners of St. Michaels
P.O. Box 206
300 Mill Street
St. Michaels, MD 21663
410-745-9535
410-745-3463 fax
www.stmichaelsmd.gov**

I. General Information

A. Introduction/Project Summary

The Town of St. Michaels is requesting sealed proposals for an individual or firm to provide three services related to its website: (1) hosting and security protection of the Town's website, retaining its current url, www.stmichaelsmd.gov, (2) redesign of the site, and (3) maintenance and technical support of the redesigned website.

B. Background

St. Michaels is a small town located on the Eastern Shore of Maryland in Talbot County. The 2020 census data puts the population at around 1,050 full time residents. There are several thousand additional people that live nearby outside of the Town limit. The Town is a popular destination for tourists as it is situated between two bodies of water: the Miles River and San Domingo Creek, and both lead into larger bodies of water and the Chesapeake Bay is nearby. The Town includes a historic residential district, main commercial corridor, and a waterfront harbor with both commercial and residential structures. The Town has several museums, including the Chesapeake Bay Maritime Museum and grounds, which attract many visitors. An attractive and user-friendly Town website is important to support the Town's economic well-being and to enable its residents and business owners to participate in Town governance and to stay informed about local government matters.

C. Anticipated Selection Schedule

The Town anticipates the following general timeline for its selection process. The Town reserves the right to change this schedule.

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| • RFP Advertised | Week of August 21, 2023 |
| • Proposal Due Date at the Town Office | September 27, 2023 by 2:00 pm |
| • Opening of Proposals | September 27, 2023 at 2:00 pm |
| • Selection Committee Evaluation | Week of October 2, 2023 |
| • Interviews (if needed) | Week of October 2, 2023 |
| • Contract Approval | October 15, 2023 (Town Commission Meeting) |
| • Commencement of Contract | November 1, 2023 |

D. Scope of Work/Deliverables

1. Responsibilities

The contractor will be required to:

- a. Review, maintain, and update existing Town website for accuracy, currency, and functionality.
- b. Work with staff to create a new design that gives the site a professional, attractive, and contemporary look.
- c. Identify the optimum server platform and development language for the new website redesign, considering both functionality and cost.
- d. Migrate the current website content to the new design.
- e. Integrate one-click social media profile join buttons for Facebook, Twitter, and

Instagram.

- f. Provide a web interface that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act. See www.ada.gov/websites2_prnt.pdf and <https://www.w3.org/WAI/intro/wcag>.
- g. Maintain documentation of the website.
- h. Perform other related duties and responsibilities as required and as time allows.
- i. Maintain website security and security updates.

The new site must be designed for continuous secure operation, 24 hours a day, 7 days a week with maintenance windows clearly defined.

Town staff will be in charge of content management and will own all content.

The Proposer must identify a secure hosting facility outside its institutional technical architecture.

Initial and on-going training will be provided for employees who post content including technical support as needed.

2. Development and Technical Requirements

- a. Design a consistent, user-friendly, and dynamic navigation framework for the Town website that is understandable to users on all levels.
- b. Design a mobile site viewable on a tablet and mobile phone.
- c. Incorporate a 3rd party on-line payment portal with electronic payment options for water billing, permits, and applications.
- d. Incorporate:
 - 1. A robust search function that allows the user to easily search the whole site or specific subsections within the site map.
 - 2. The ability to create a meeting calendar, event page and news pages based on category and/or department as well as job postings and Commission/Board openings.
 - 3. The ability to easily post emergency notices on the homepage.
 - 4. The ability to easily track website visitor statistics and develop reports.
 - 5. The ability to download and submit Town forms, permits, and applications necessary to view information by Staff (i.e. Adobe Reader).
 - 6. A way for site visitors to submit comments online and have comments directed to the appropriate town official such as a public comment portal for committee/commission agenda related. Residents would be able to report problems, ask questions, submit comments, voice concerns, etc. and based on the subject, the comment would generate an e-mail to the appropriate Town staff member. This could be an integrated solution or a third-party application.
 - 7. The ability for Staff to easily create digital forms for users to complete and submit online and in the original format.
 - 8. Capability to maintain and archive of existing and past records such as agendas, minutes, press releases, newsletters, and Zoom audio/video recordings.

The Website must support Internet Explorer, Google Chrome, Safari, and FireFox. All documents, including maps and tables, should be available in a 'printer friendly' format without extensive graphics, to provide ease of viewing, printing, and downloading. The contractor must Include an intranet accessible only by Town employees and others with authorization.

E. Qualifications

1. The Proposer must demonstrate that it is qualified and capable of cost effectively accomplishing the program services. The Town's assigned evaluation team will grade and rank each proposal. Proposers are not guaranteed another opportunity to communicate their skills and abilities, the proposals unambiguously communicate the proposer's ability and approach.
2. **Proposers Qualifications:** Proposers must have at least five (5) five years of experience providing similar services, preferably to governmental agencies or municipalities. Proposers must provide the firm's number of continuous years in operation. All things being equal, partnerships, subsidiaries, mergers, and similar corporate arrangements that collectively can satisfy the five (5) year experience requirement, will be considered. Moreover, a firm with less than five (5) years' experience but with a division that independently can satisfy the five (5) year experience requirement will also be considered. It is incumbent on the proposer to clearly explain the relationship between these different entities and the corporation.
3. **Management Philosophy:** This part will contain the proposer's management philosophy in relation to personnel, operations, cost control, and responsiveness to Town concerns.
4. **Implementation Plan:** This part will contain the proposer's detailed implementation plan consisting of specific personnel requirements, schedule, and organization chart to include management structure.
5. **Company Experience:** This part will contain the proposer's particular experience history with other clients providing contact name, address, phone number, fax number, email address, scope of services, and other relevant data as outline in the proposer's qualification section. Provide, in this section, a list of projects where the proposer has been terminated, or replaced, on similar projects.

II. Proposal Instructions

A. Proposal Submittal and Due Date

1. Proposers shall provide eight hard copies and one electronic copy of the proposal in a sealed envelope clearly marked: "Confidential: Town of St. Michaels Website Redesign and Maintenance Services". Proposals shall be submitted by 2:00 p.m. on September 27, 2023, to:
Rob Straebel
Town Administrator
Commissioners of St. Michaels
P.O. Box 206
300 Mill Street
St. Michaels, MD 21663
2. Proposals shall be organized as specified in Article II.D, "Proposal Contents". The Town of St. Michaels assumes no responsibility for delayed or undelivered mail or express packages. Proposals that are not received by the Town by the above specified time and date will not be considered. Faxed or electronically transmitted proposals will be rejected as nonresponsive.
3. Proposals will be opened on September 27, 2023, at 2:00 p.m. at St. Michaels Town Office. Copies of this RFP are available for review at St. Michaels Town Office.

B. Inquiries

Questions concerning this RFP should be submitted to:

Rob Straebel
Town Administrator
Commissioners of St. Michaels
P.O. Box 206
300 Mill Street
St. Michaels, MD 21663
Email: <mailto:rstraebel@stmichaelsmd.gov>

C. Proposal Contents

Proposals should contain the total cost of the project, as well as detailed “line item” breakdown. Cost proposals for design services are to be on a flat fee basis. Annual maintenance shall be bid on a lump sum yearly basis or on an hourly basis. The annual maintenance fee(s) shall include technical and training support, software upgrades and subscription costs, and website hosting.

1. In addition, please specify:
 - a. A la cart pricing for website functionality and development above specifications proposed in the RFP response.
 - b. All associated costs for maintenance, and any other fees. Include the frequency of fees.
 - c. Any additional costs/charges (such as traveling expenses). Information and costs for optional services should be submitted separately.
 - d. Years of experience related to website design, maintenance, implementation, and development, on the proposed solution.
 - e. An estimated detailed timeline for completion of this project.
 - f. A list of comparable websites, including municipal and governmental agencies, designed by your business.
 - g. A list of three to five references as outlined in this RFP.
 - h. Signed cover sheet and Execution of Proposal Documentation, which should include:
 1. Firm’s Name
 2. Address
 3. Telephone Number
 4. Point of Contact
 5. Fax Number
 6. E-mail Address
 - i. A list of subcontractors, by name and address, that they intend to use during the life of the contract. If names are not available, then the proposer must list the services to be subcontracted.
2. Proposal(s) should identify a single vendor as the “responsible lead vendor”. Please include any subcontractor(s) that will be required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of the proposal.

D. Information Release

The Town may solicit background information based upon all information, including references, provided in response to this RFP. By submission of a proposal, Proposer agrees to such activity and releases the Town from all claims arising from such activity.

E. Public Records

All proposals submitted are the property of the Town of St. Michaels and are thus subject to disclosure pursuant to the public records law.

Accordingly, proposals received and opened shall not be available for public inspection until after the Town has scheduled a public discussion at a Commissioners of St. Michaels Town meeting.

F. Costs

Proposers responding to this RFP do so solely at their own expense.

III. Proposal Evaluation

A. Minimum Qualifications

The Town will review proposals received to determine whether each proposer meets the following minimum qualifications:

- Ability to provide the website redesign, maintenance, implementation, and development services work needed by the Town to the standards required by the Town.
- The financial resources for the performance of the requested services or the ability to obtain such resources.

B. Evaluation Criteria

Proposals meeting the above minimum qualifications will be evaluated by the Town using the following criteria:

	Maximum Points
1) Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location.	(40)
2) Qualifications and experience of the staff assigned by proposer to perform these services.	(40)
3) Quality of proposed approach/work plan.	(20)
4) Quality of work samples.	(20)
5) Familiarity with the Town and Town locale.	(20)
6) Availability and capability to perform the website redesign, maintenance, implementation, and development services described in this RFP on an ongoing basis.	(30)
7) Costs proposal for website redesign and annual maintenance	(30)
Maximum Total Points	200

Special consideration may be given to proposers with website design, maintenance, implementation, and development experience within the St. Michaels area.

Interviews may be requested prior to final selection. The award will be made to the highest ranked Proposer according to the evaluation criteria.

C. Selection

An evaluation committee will evaluate all proposals that meet the minimum qualifications listed in Section III.A of this RFP. The Town Administrator will act as the committee chair. Each committee member shall complete an evaluation sheet ranking each qualified proposer against the weighted criteria set forth in Section III.B of this RFP. Completed evaluations shall be combined and tallied. The Town reserves the right to interview one or more of the highest ranked candidates. Upon completion of its evaluation process, the evaluation committee shall provide the results of the scoring and ranking to the Commissioners of St. Michaels along with a recommendation to award the contract to the highest ranked Proposer.

The services shall be completed no later than May 1, 2024.

D. Contract

The selected Proposer will be expected to sign a written agreement in substantially the form included with this RFP. Negotiations shall be limited to terms the Town chooses to negotiate, in Town's sole discretion. The Proposer should not rely on an expectation that any of the terms of the template included herewith will be modified by negotiation afterwards.

The contract term will be three (3) years. The contract may be extended for additional two (2) year terms upon the consent of both parties.

The awardee must comply with all applicable federal and state laws, rules, and regulations.

The Town of St. Michaels is an Equal Opportunity/Affirmative Action Employer. Women, Minorities, and Disabled Persons are encouraged to apply.

THIS SOLICITATION IS NOT AN IMPLIED CONTRACT AND MAY BE MODIFIED OR REVOKED WITHOUT NOTICE.